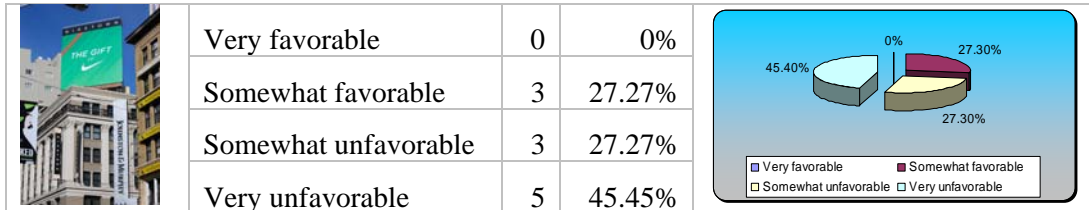


11 participants

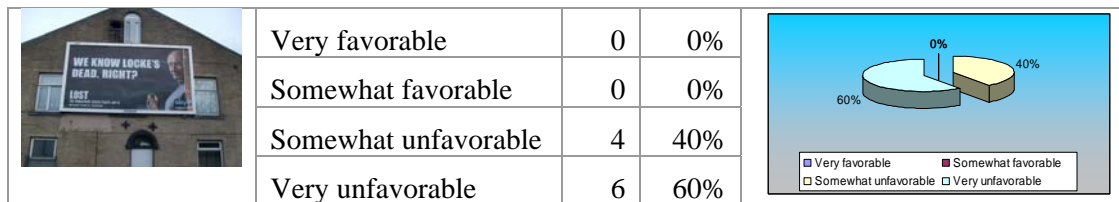
BILLBOARDS

Nike billboard above Niketown – 73% unfavorable



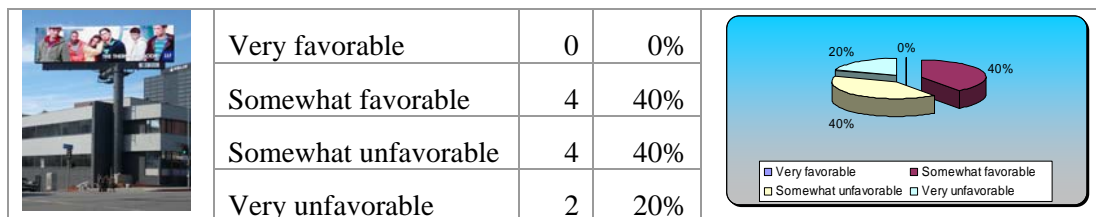
- It's gaudy, cluttered, too big, especially on a historic building.
- It doesn't fit the architecture.
- The skyline should be the skyline, not billboards.
- It doesn't have anything to do with the local business.
- It makes a difference if this sign applies to the business it is connected to.
- The fin sign for Nike town is acceptable; the billboard sign on top is not.

LOST on brick building – 100% unfavorable



- Hideous.
- Destroys the building and covers the windows.
- Off-site advertising is not acceptable.
- It is almost blight.
- Obviously someone cares more about revenue than how the building looks.

GAP billboard on pole –60% unfavorable



- Aesthetically, the sign is nice looking – it's modern.
- It's in a commercial area.

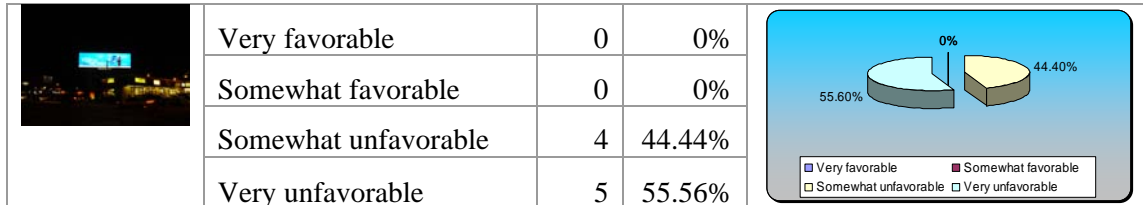
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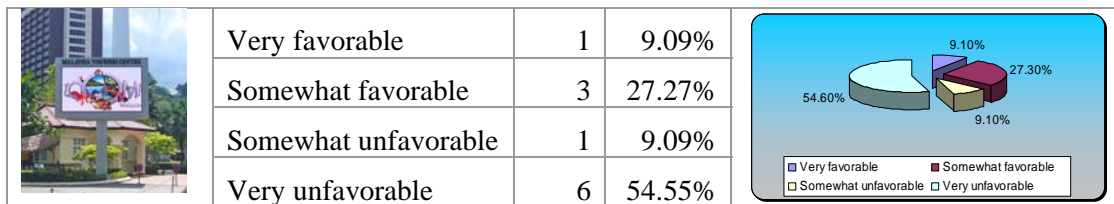
- It blends in with the architecture and the lines are clean.
- It's out of the way of the people and traffic.
- A two-faced sign would be good so that it isn't just black behind it.
- Its way out of scale; it dwarfs the building. It looks out of place, like you drew it in as a fake sign!
- I think it's too tall.
- If the sign wasn't there, you'd have a nice view of the sky.

American Idol illuminated billboard – 100% unfavorable



- Out of context for where it's located.
- Far too bright for the surrounding area.
- Visual blight (several agreed with this statement).
- Not eco-friendly.
- Makes the neighborhood look ugly.
- It's out of place.
- Light pollution – no light would be good; I'd like to see the stars again.

Malaysia Tourism Center billboard – 64% unfavorable



- Is the sign static or dynamic? *It is dynamic.*
- Is it next to a main thoroughfare? *Yes.*
- In the event that we have a city emergency, could OK as is be used as a communication sign? *If the city owned the sign, yes. Could we have an agreement with the sign company to say that we need to use it in case of an emergency? I believe we could, yes.*
- I love this kind of dynamic billboard and I like the idea of possibly using the sign as an alert.
- It helps you find the tourism center if you're trying to find it.
- It does blend a bit more with the surroundings.
- Having it dynamic makes it a distraction; people start to read the sign instead of watching where they're driving.
- How much control would the City have over what you say on the sign? *Only in regard to far as on-site messaging versus off-site messaging.*
- Frequency of messaging should be considered.

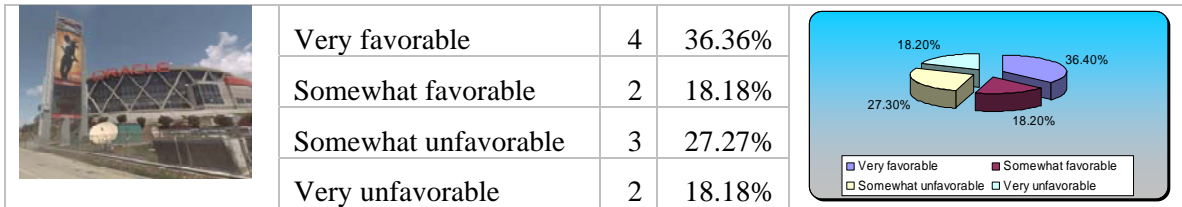
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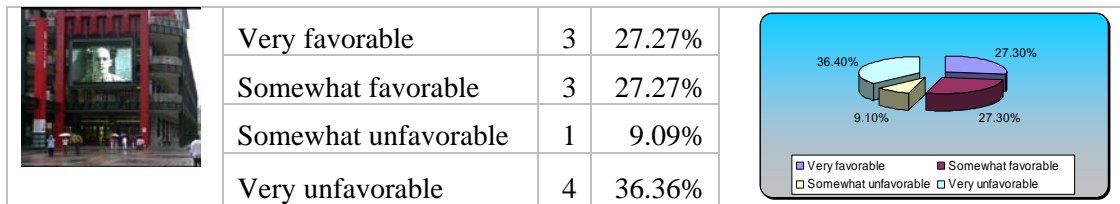
- Would these signs be written into conditional use permits? *The city will identify in the sign code what signs will be allowed.*
- I'm worried about these signs turning into the Vegas strip – it's a distraction
- The frequency of change I would assume would be part of the code. That would make it more tolerable.
- How can you regulate content? *You can only stipulate on-site messaging versus off-site messaging.*

Oracle sign (electronic) – evenly split



- This is an open area that is heavily sports related as opposed to something near downtown which is right in the middle of everything. This sign is more in context of where it is located.
- I've driven by this at night and they lower the illumination late in the day.
- The sign is too tall.
- The one that is on the arena in town is nice because it's low. I don't like the signs near the Oakland arena.

Television Billboard with red framing in China – evenly split



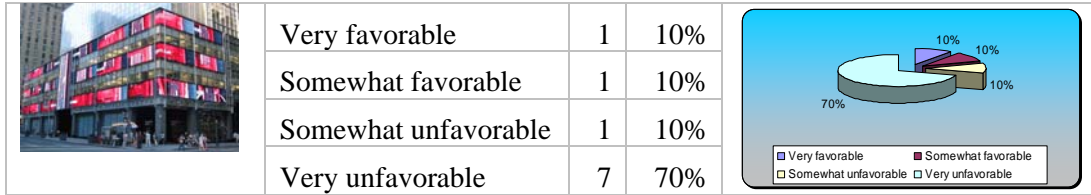
- We just got back from Asia and there are lots of signs like this and I think it's attractive. They use these signs in China to inform tourists and it helps people to know what is going on. We have to get beyond the 12 sheet boards and think about technology
- It looks well built and doesn't look trashy; the things they are showing are interesting.
- Need to write regulations in case the sign shuts off or something.
- My problem is the proliferation of these – one on Santana Row would not be a problem, but having four or five of these all over is not okay. It would look like the Vegas strip. One in the appropriate place is acceptable, but having 12 of them would be an issue.
- The sign itself seems to blend with the building well, but the big red accoutrements are terrible.
- I wonder about people who live in that building and have to look out the windows.
- I cannot fathom why anyone would want a sign like this. I know they have value, but I would do anything in my power to stop something like this. It's like having a TV outside and I don't get it.

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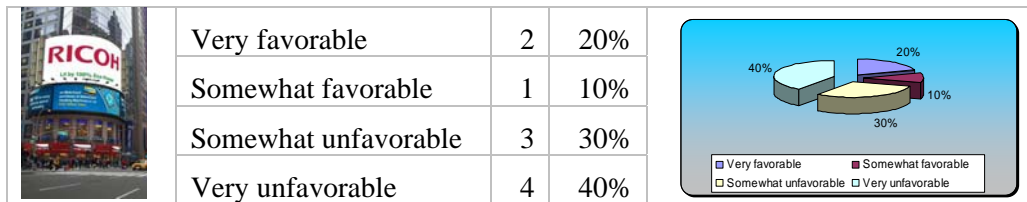
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3-tiered wraparound (Lehman Bros.) – 80% unfavorable



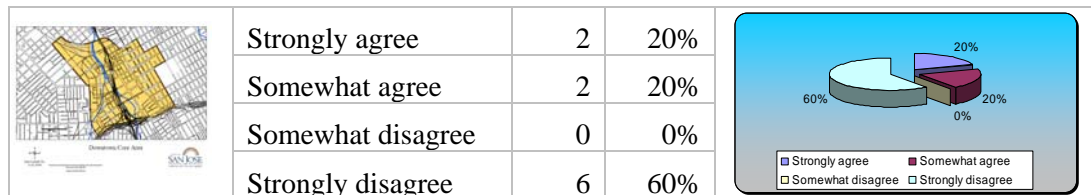
- This is aesthetically terrible.
- It is too busy.
- They are trying to emulate the signs on the New York Times building in the 1940's and they did not achieve it.
- I like this kind of sign but I used to be in advertising.

Ricoh wraparound wind-powered – 70% unfavorable



- Too big.

Statement: Billboards should be allowed in the downtown core - 60% strongly disagree



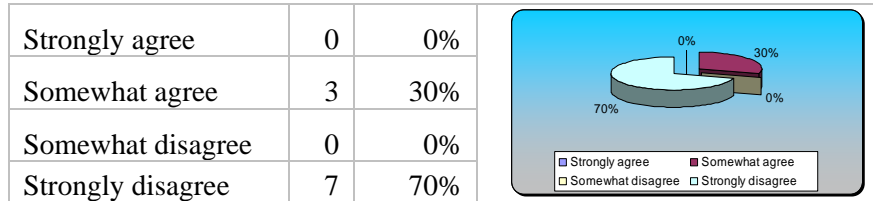
- We should not have billboards. In LA there are billboards popping up without permits, how do we stop that from happening here?
- Many of those boundaries are right up against well-established older neighborhoods. That definition of downtown core is way too broad. It may be acceptable within the inner core, maybe it would be okay. Although, those that reside downtown may not like a lot of billboards around them either.
- The lack of billboards is what makes San Jose appealing and unique. A lot of signs in other cities are ugly. Some redevelopment that has gone on without the lack of signs is great. I would not want to see billboards anywhere.

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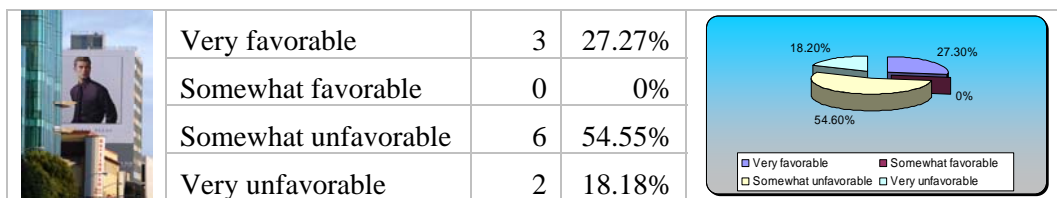
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Statement: *Billboards should be allowed citywide?* - 70% strongly disagree



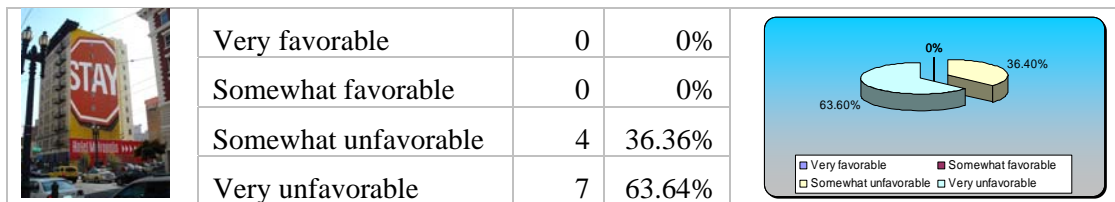
SUPERGRAPHICS

Geoffrey Beene sign near Burlington Coat Factory in San Francisco – 73% unfavorable



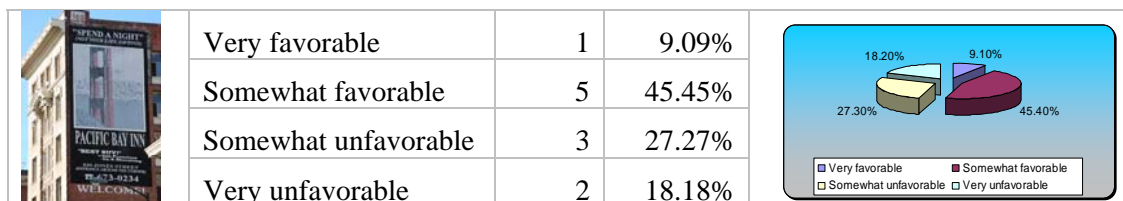
- It's a handsome looking sign that takes the place of a blank wall; you have to think about the impact on the company.
- It doesn't affect the skyline; it fits the building it's on.
- It's too large.

STAY stop sign (on-premise) – 100% unfavorable



- Way out of scale.
- Ugly.
- Color is terrible.
- It detracts from the appearance of the building; it's overwhelming.
- The building design is a classic and shows promise, but the sign makes it ugly.

Pacific Bay Inn sign in SF – mixed results



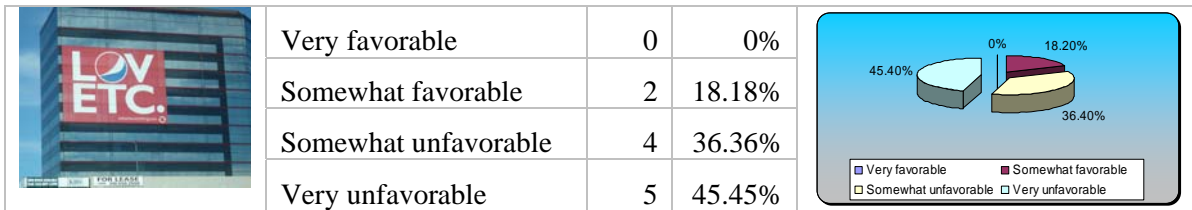
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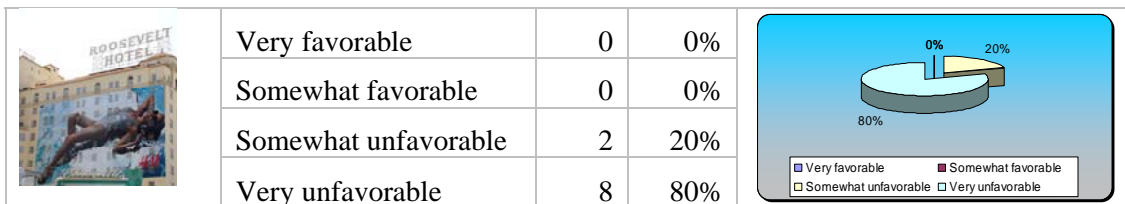
- Can you define how these things are maintained?
- This sign looks more natural.
- Looks more like artwork and adds to the area, it has something about the area on it.
- It's gaudy.
- There used to be a lot of this type of work done, even in San Jose, but you can do a better job than this nowadays. They last for 100 years.
- There is no way to get rid of that sign.
- If it was up for a couple of weeks, it might be okay, but permanent is not okay.

LOVETC sign – 80% unfavorable



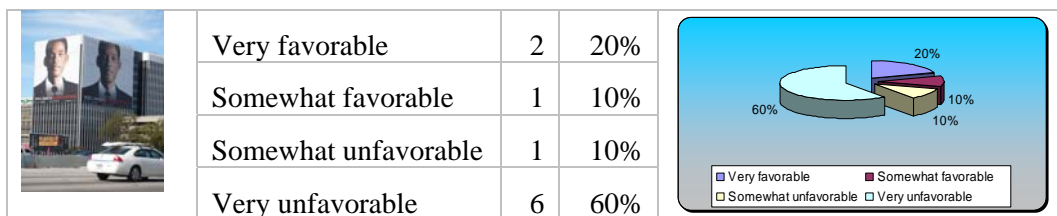
- Out of place.
- Attractive building but ugly sign.

H&M sign on Roosevelt Hotel – 100% unfavorable



- A historic building should not be defaced like that.
- It's too big.

Will Smith Seven Pounds sign – 70% unfavorable



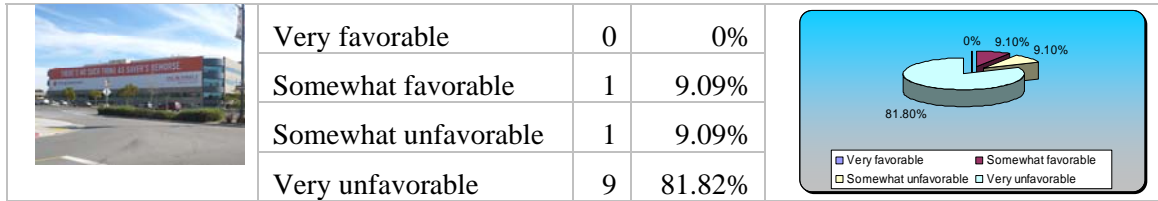
- If I'm working there, I would want to see out.

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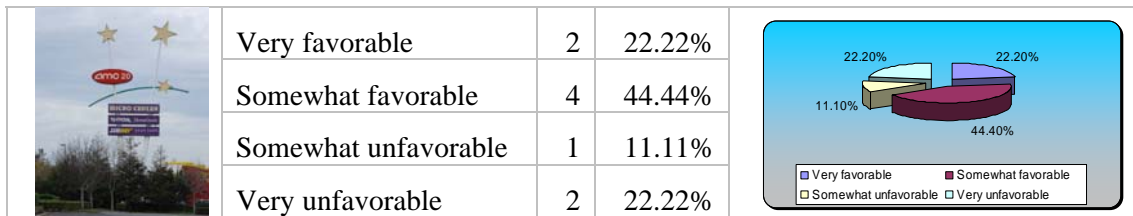
ING Sign – 91% unfavorable



- You can't see the building.

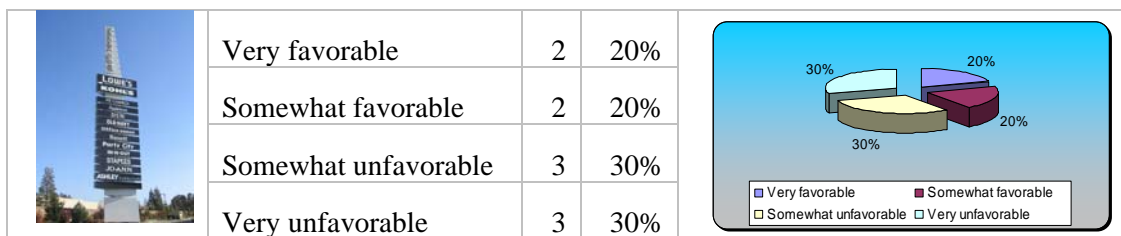
FREEWAY PYLON SIGNS

AMC star sign – 66% favorable



- It's artistic.
- Clearly a directional wayfare sign which is important.
- It looks retro.
- It does bring in commerce because you can identify what businesses are in there.
- It's in an open area that lends to its artistry, as opposed to being in a downtown area, or around buildings.
- It's creating a skyline instead of detracting from it.
- I would want to make sure it's not visible from a residential area.
- I think it's too big; you can convey the information with less sign.

Pacific Commons sign – 60% unfavorable



- Too busy, too much information on the sign
- Colors are associated with brand name, but these don't have any branding. You would have to read the words to see what stores are in there.
- I think this style is unattractive.
- It could be more artistic.

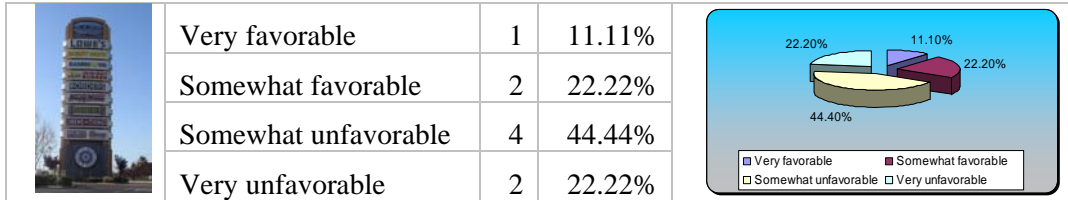
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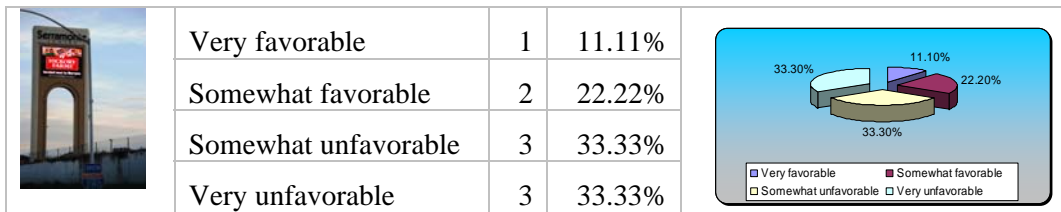
- There is unity in the way they did it with white on black and it doesn't garishly stick out every which way, and if I drove by from the freeway, I could see what is located there. For information's sake and aesthetics sake, I like it.

Union Landing pylon – 66% unfavorable



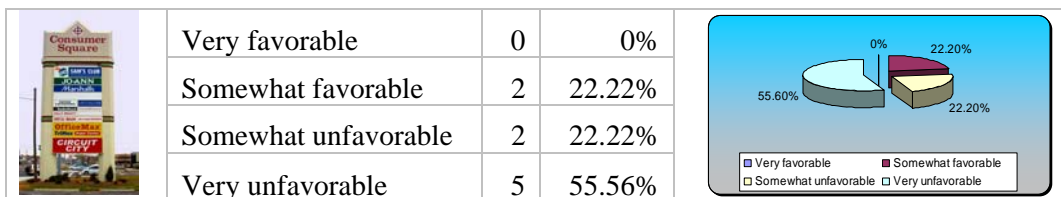
- I think this would be harder to read.
- It's got a nice retro treatment on the ends, 40's or 30's architecture.
- It's ugly; same thing could be done a whole lot more artistically.
- Maybe 10-20% of the large pylon signs should be affordable for local businesses.

Serramonte programmable sign – 66% unfavorable



- This pulls your attention right off the road; it's huge and distracting.
- Not useful because it only shows one thing at a time.
- It is very dangerous to distract people on the freeway with these large signs.

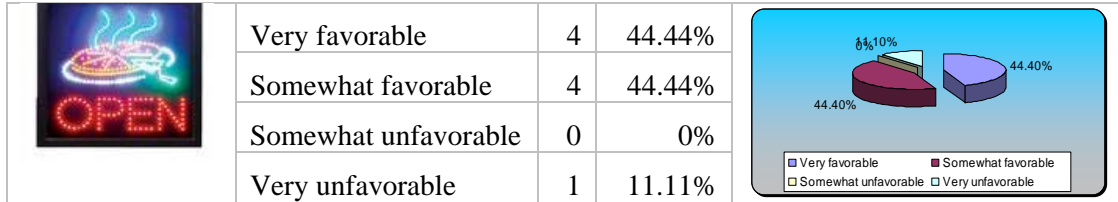
Consumer Square sign – 78% unfavorable



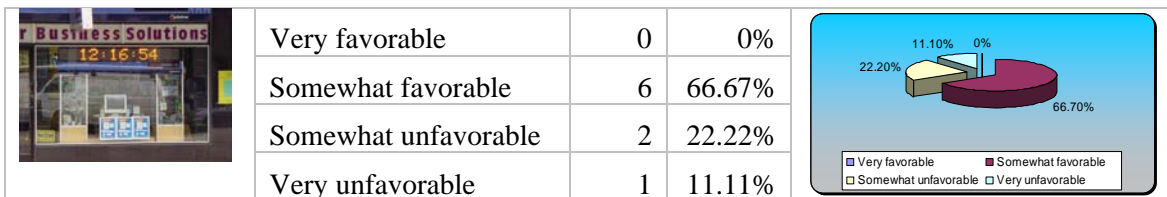
- Signs look handmade.
- No artistry to it.
- Cheap and ugly.

ELECTRONIC PROGRAMMABLE SIGNS

Colorful window signs – 88% favorable

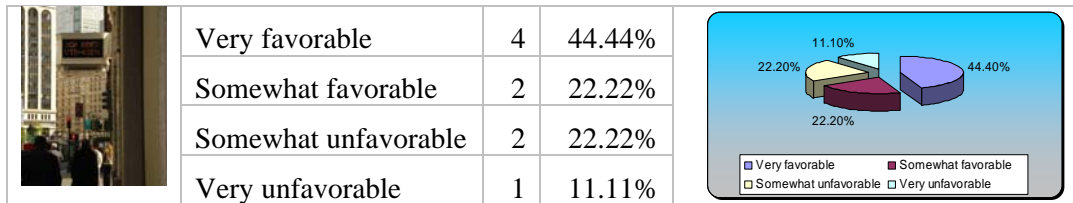


Dot matrix panel with time – 67% favorable

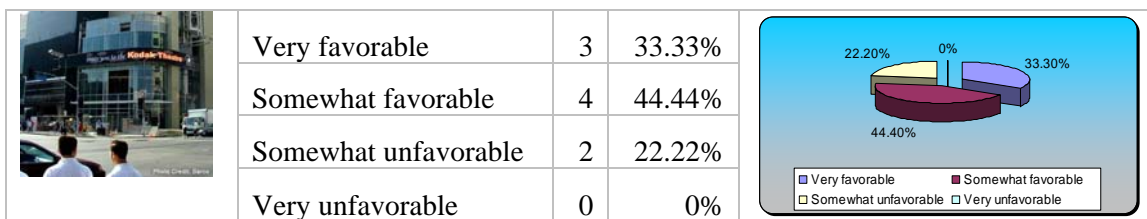


- This looks old-fashioned and doesn't add anything particularly interesting.

Stock ticker fin sign – 66% favorable



Kodak Theater wraparound sign – 77% favorable



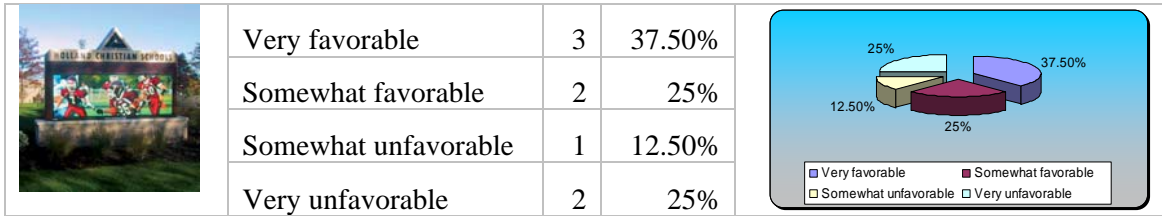
- If it scrolls, no way, but static message is okay.
- It's not too big or gaudy.
- It blends in with the building.

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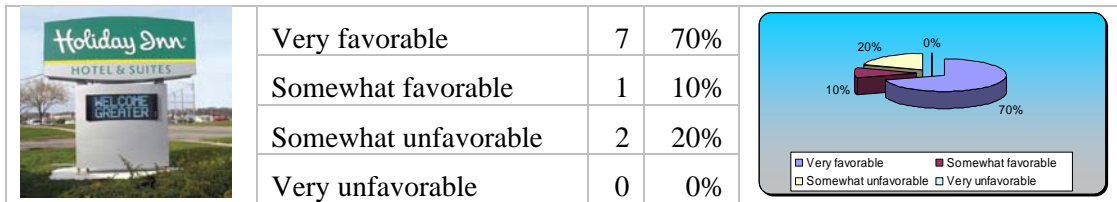
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Holland Christian School sign – 63% favorable

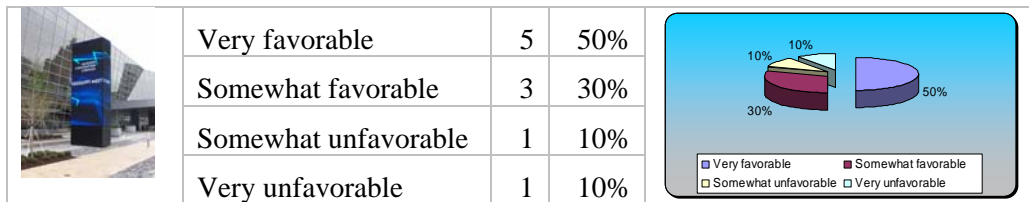


- Animation is distracting- Traffic hazard.
- Why do you need TV to advertise?

Holiday Inn – 80% favorable



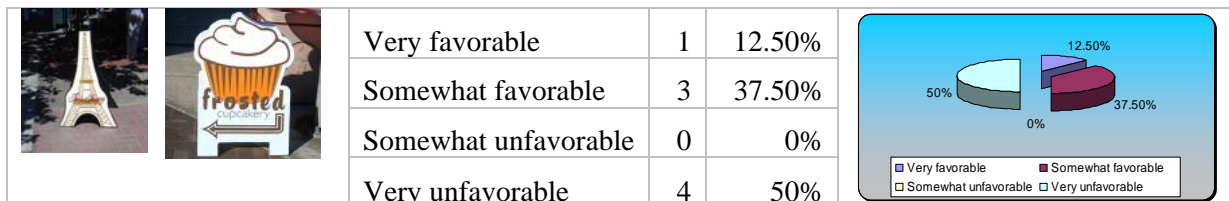
Jackson Convention Center – 60% favorable



- It matches the building.
- Futuristic artsy sign.

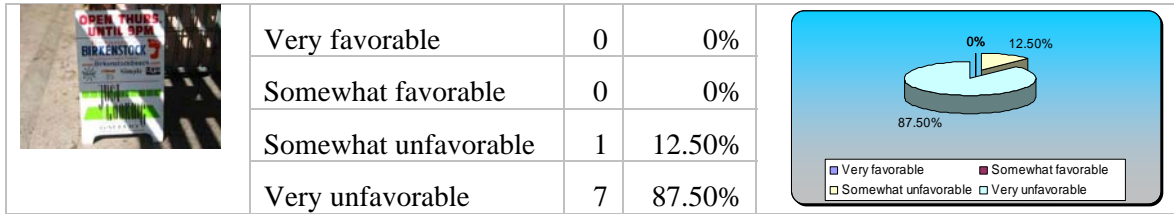
A-FRAME SIGNS

Frosted cupcake and Eiffel Tower signs – 50% unfavorable



- They are not attractive or artsy.
- They promote a lot of clutter because everyone wants to put their sign out there and one is not enough.

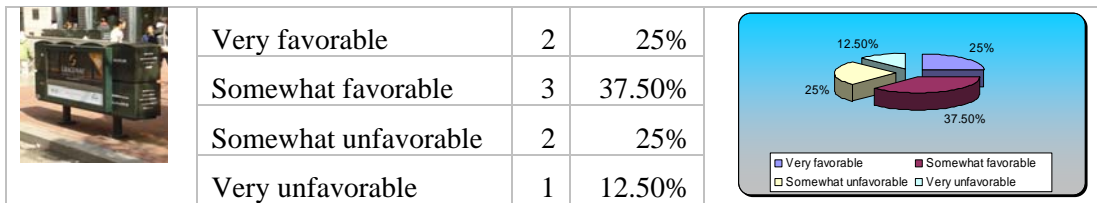
Birkenstock sign – 100% unfavorable



- Info overload on this sign.

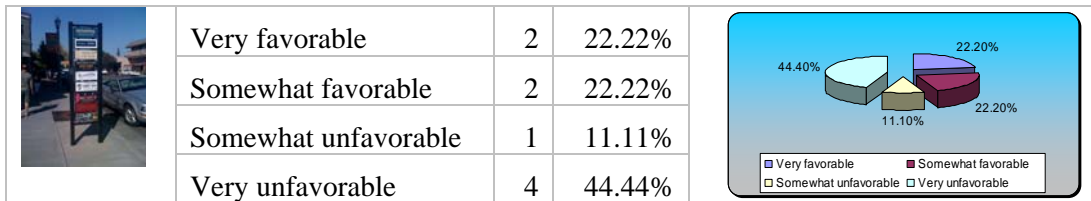
SIGNS IN THE PUBLIC RIGHT OF WAY

Newsracks – 62% favorable



- It seems to fit in with the newsracks, not a lot of clutter.
- The back of the newsracks are ugly anyway, so this is not bad.
- They could have done a better job of covering up the newsracks.
- These tend to attract a lot of graffiti and attract a lot of vandalism.

“Dovetail” sidewalk sign – evenly split



- These are helpful when you're in a community you don't know; wayfinding value.
- They are all a universal size, which is more appealing.
- This isn't going anyway, so better than a-frames.
- Target for graffiti.
- Should be closer to the building so that drivers don't use it from the street.
- What about blind people? They can run into the sign.
- This is so busy with such small lettering that I would not be able to tell what those businesses are.

MISCELLANEOUS:

Q: With what frequency do these updates occur?

A: *The last update took place in 1992.*

Q: What about the square footage of a sign?

A: *The definition of a billboard is a sign of a certain size – 12' x 25' is the minimum size.*

Q: Are the signs we're talking about tonight just commercial signs, not street signs or road signs?

A: *That is correct, that is a whole different subject.*

Q: Is there any revenue that the city gets from these signs, or a one time permit fee?

A: *Permit fees are to cover the cost of issuing the permit. The city would get revenue if a sign increased the value of the property, but unless it is the city's sign on city property, there would not be any revenue for the city.*

Q: How do we control the content if it is offensive?

A: *You cannot short of pornography.*

Q: Are the permit fees associated with the size of the sign?

A: *No, associated with staff time to process the permits. No revenue is generated from issuing permits for signs.*

MISCELLANEOUS COMMENTS:

- There are two freeways where there are not billboards. I want some to come down, but I don't want any placed there.
- I'd like to see contact information on the billboards so that we can call them if something is wrong. I don't want to go through searching to contact someone in an office somewhere who isn't listed. Also a sign number to identify a sign.
- To make the sign useful for public information is a very important thing.
- I would like to see a sales tax on these things if you can't prevent these signs.